

Quinton McClannan

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EDUCATION

WESTERN WASHINGTON UNIVERSITY

Bachelor of Arts

Major in Business Administration, Concentration in Marketing

Bellingham, WA
Expected June 2026

WORK EXPERIENCE

Event Coordinator

Western Washington University

Bellingham, WA
09/2025 - 02/2026

- Led and assisted in the planning and execution of multiple WWU Marketing Program events.
- Increased attendance 170% from previous year through multichannel promotion.
- Built plans, managed budgets, and coordinated transportation to and from events.
- Documented and compiled all steps along with data-based actionable insights into a playbook for future planners.

Marketing Intern

La Sportiva

Boulder, CO/Remote
06/2025 - 01/2026

- Supported event operations.
- Created copy for email newsletter and marketing promotions.
- Improved website operations through SEO and fine-tuning of product listings.
- Sorted and tagged over 10,000 digital assets using DAM software.

Silicon Flatirons Participant - Startup

CU Boulder Silicon Flatirons

Boulder, CO
06/2025 - 09/2025

- Collaborated with a team to design and develop Uni-Verse, a platform enhancing the college learning experience.
- Conducted market research to prove viability and implemented user testing to refine the product.
- Presented our solution to a panel of judges and an audience of over 200 people, applying entrepreneurial skills in problem-solving, adaptability, and team collaboration.

Product Manager

Western Washington University

Bellingham, WA
04/2025 - 06/2025

- Led a team in developing a social platform designed to connect new students with experienced marketing program participants, bringing the client's vision to life.
- Helped clients achieve their goals using research, content creation, strategic promotion, and distribution across various digital platforms.
- Led the execution of marketing campaigns and facilitated creation, distribution, and monitoring of promotions.

Content Creator

Western Washington University

Bellingham, WA
01/2025 - 04/2025

- Contributed to the development and execution of a newsletter designed to keep alumni connected to the WWU Marketing Program.
- Tracked performance metrics, leveraging LinkedIn and Instagram analytics alongside HubSpot CTR data to measure the impact of promotional campaigns.

Additional

Technical Skills: Hubspot, Simmons Insights, Webflow, Canva, Figma, WordPress, Powerpoint, Excel, Outlook

Skills: Social Media Marketing, SEO, Digital Advertising, Data Analytics, Agile Methodologies, G-Suite, Microsoft Office, Brand Management, Communication and Customer Service Skills

Certifications: Webflow, Hubspot

Affiliations: Student Marketing Association, NOLS Alumni